



RUNNING USA



Event Cancellation, Modification, and Strategy

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**How many of you
have had to cancel
or modify your
event?**

**What are some
reasons an event
might be
cancelled or
modified?**





Event Cancellation

Real Life Example: 2024 SF Half Marathon



Here's a breakdown of ABC7 News' Storm Impact Scale.

SAN FRANCISCO (KGO) -- Our weather team is ready to help you prepare for every storm with our ABC7 Exclusive Storm Impact Scale.

News

San Francisco suffers power outages, downed trees as powerful storm rocks the Bay Area



A tree felled by storms took out Muni overhead wires at 17th and Sanchez streets in San Francisco on Sunday. Authorities expected the gusty winds and strong rains to gradually ease by early Monday morning. | Griffin Gaffney/The Standard

Strong winds and heavy rains caused widespread power failures, mudslides and street closures across the Bay Area Sunday as a winter storm pounded California.

The National Weather Service warned residents that the hazardous weather due to an exceptionally strong atmospheric river would continue through the evening, with gusty winds causing the most damage.

UPDATE: Thousands Remain Without Power in San Francisco After Wild Weekend Storm

Officials reported hurricane-strength winds of over 80 mph along the Big Sur coastline and gusts of up to 60 mph in San Francisco, Oakland and San Jose, downing trees and power lines.



When Do I Cancel?

How Do I Cancel?

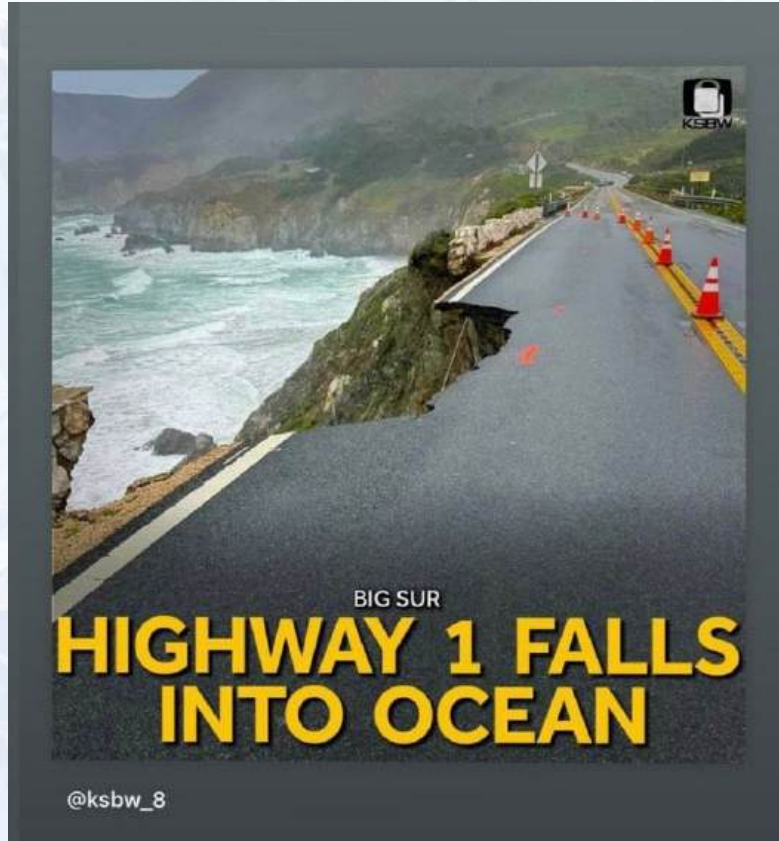
My Best Advice: Make a Plan

Talk to your race team NOW to know what you will do if the threat of a cancellation is upon you. Do NOT wait until it's time to cancel to understand your options.



Event Modification

Real Life Example: 2024 Big Sur Marathon



Are there viable alternatives?

→ Public agency relationships become critical

Has anyone had a successful event modification?



Communications

- Be transparent
- Always tell participants when you will provide an update, even if there is no new information to share
- Establish how you will communicate
 - ◆ Website
 - ◆ Email Communications
 - ◆ Social Media
 - ◆ Text (if appropriate)



Communications



- Have empathy but stay the course
 - ◆ They will test you, oh, will they test you

March 31, 2024

The wet weather Monterey County has experienced recently has caused a landslide on Highway 1 near Rocky Creek. This is on our Big Sur Marathon course. The news is very fresh and we'll be communicating with our local authorities including CalTrans and the CA Highway Patrol in the coming days to understand the extent of the damage and what our response for the races will be. Expect further communication from us as information becomes available. We'll be in touch by the end of the day on Monday, April 1, with an update even if we don't have a definitive plan yet. Thank you for your patience as we assess the situation.

April 10, 2024

The Big Sur Marathon Foundation (BSMF) appreciates the patience of all our participants over the last 10 days while we continue to navigate the Highway 1 slip out at Rocky Creek. After multiple discussions with our agency partners, it has been determined that running the point to point route from Big Sur to Carmel past the slip out location is not an option. The good news is the Big Sur International Marathon and accompanying events will still be held with modifications to some of the race courses.

Here's what we can share today about each distance:

Key Takeaways

- Be the expert on the subject matter
- Have a plan, whether you need one or not
- Understand the implications of a cancellation or a modification
- Leverage your strong relationships with public agency partners
- Don't rush communications, tell your audience only what you can
- Always tell participants when you will provide an update, even if there is no new information to share
- A little empathy goes a long way





Questions?

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